

## ABSTRACT OF THE DISCLOSURE

A gas discharge display device is provided in which an influence of light emission of a discharge gas is reduced so that color reproducibility is improved. The gas discharge display device reproduces a color of each pixel of a color image by controlling light emission quantities of three kinds of cells having different light emission colors. The mixed color of the light emission colors of the three kinds of cells when reproducing a white color is set to a color defined by chromaticity coordinates in which a deviation from a blackbody locus is generated in a chromaticity diagram. A filter is disposed at the front side of the three kinds of cells. The filter has spectral characteristics of converting the mixed color to a color having a higher color temperature and defined by chromaticity coordinates point that is close to the blackbody locus.